

# 2022 Trends and Forecasts

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## Economic forecasting modest UK growth

- Economic forecasts are currently being reduced due to the new Omicron variant.
- Forecasts vary between 2.5 to 8% growth in 2022
- Crucially growth is expected to be driven by consumer spending, driving 90% of growth in 2022 and two thirds of Gross Domestic Product by 2023 (CBI)

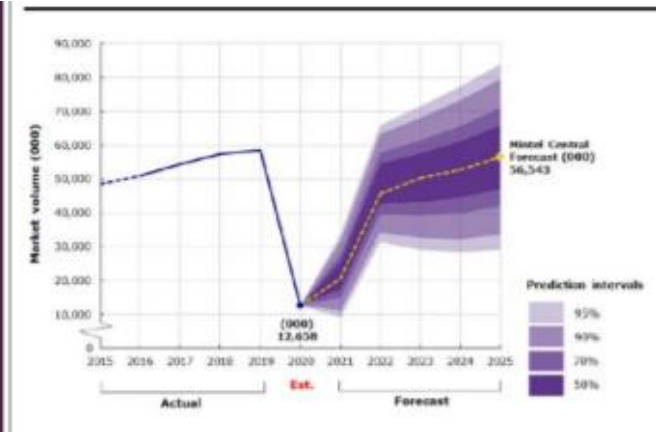
**KPMG has forecast that UK GDP will be between 1.8% and 4.2% next year**

Scenarios	2020	2021	2022	2023
Upside	-9.7	6.7	4.2	2.2
Middle	-9.7	6.7	2.6	3.5
Downside	-9.7	6.7	1.8	4.3

## Potential outbound market

- In 2019 there were 58 million outbound UK travellers
- Mintel has bravely published a long-term forecast for outbound UK travel.
- Mintel's "central" mid-point forecast assumes that total outbound travel will return to 2019 levels by 2025
- 2022 is expected to see 45 million outbound

Source: Mintel Covid-19 and Travel A year On April 2021



### MINTEL UK TOTAL OUTBOUND FORECASTS

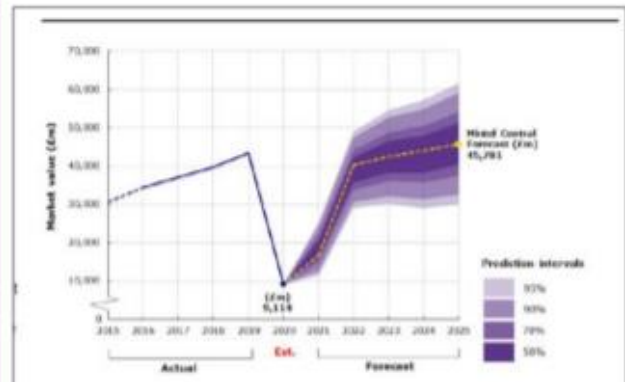
2021: 20 million  
 2022: 45 million  
 2023: 50 million  
 2024: 52 million  
 2025: 56 million

## Potential outbound market

- However Mintel does predict that the value of UK spend will increase faster than volumes - back up to 2019 levels by 2022.
- So fewer people will be spending more
- By 2025 the value of expenditure is expected to reach £45 million, compared to £42 million in 2019
- In 2019 there were 58 million outbound UK travellers

Source: Mintel Covid-19 and Travel A year On April 2021

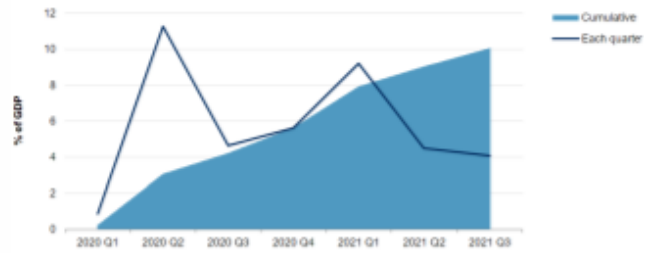
## Total UK outbound expenditure forecasts



## The pandemic has meant a pool of “excess savings”

- UK households have now saved £190 billion during lockdowns
- In the decade before the pandemic British consumers had a savings ratio of 8.5% - that’s the proportion of their income they had saved/available to spend
- By the end of 2020 that savings ratio has increased to 19.5%

**Households Have Accumulated Excess Savings Worth 10% of GDP**  
Savings above pre-pandemic levels as % of 2019 GDP



Source: ONS, S&P Global Ratings.  
Copyright © 2021 by Standard & Poor's Financial Services LLC. All rights reserved.

## UK card spending reaches highest level since pre-coronavirus

9 December 2021

In the week of Black Friday, credit and debit card spending reached its highest level since at least January 2020.

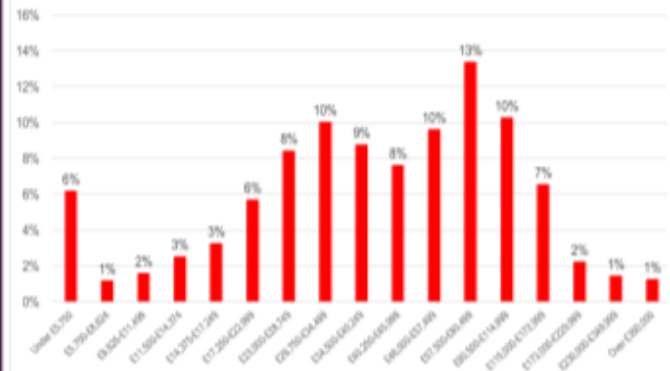
The aggregate CHAPS-based indicator of credit and debit card purchases increased by 15 percentage points in the week ending 2 December 2021 compared with the week before.

This is 121% of its February 2020 average, and the highest level since January 2020, when the data began being gathered.

## Affluence a key focus for 2022

- In a smaller market we recommend targeting those who will stay longer and spend more.
- Affluent travellers are less affected by economic shocks and surveys show they are more likely to travel first, travel more widely and stay longer
- For example pre-pandemic the ‘average’ household income among departing leisure travellers from Heathrow who were on an international flight was £61,032

**Household Income of UK International Air Travellers from Heathrow**



## And when restrictions relax they travel

### Planning to go abroad

2019	64%
2021	58%
2022	61%

### Planning to spend more

And almost half (46%) expect to spend more money on their holidays in 2022

Up from 29% in 2020

Source: ABTA Holiday Trends

## The travel industry is more important than ever before

According to ABTA's new report, *Travel in 2022* UK travellers are:

30% more likely to book with a travel professional now than before the pandemic, primarily for their guidance with Coronavirus travel requirements (47%) and the security of a package holiday (46%)<sup>1</sup>.

The biggest growth potential is among younger age groups, with two-thirds (66%) of 18-24 year olds saying they're more likely to book with a travel professional now than before the pandemic

The industry is reporting a major growth in new customers booking through agents

Coronavirus economic impact [Add to myFT](#)

Britons prepare to spend their savings as lockdown eases

COVID-19: Delighted travel firms see surge in bookings after rules eased - as concerns raised over testing and protection of public health

From 4 October, the current traffic light system of red, amber and green countries will be scrapped in England and replaced with one red list only.

### TRAVELWEEKLY

NEWS IN DEPTH DESTINATIONS MEDIA COMPETITIONS ABOUT US EVENTS

< News

**Agents, operators and airlines see bookings take off**



Hays Travel is reporting that more than half of its business has come from new customers since April 2021

More than 60% of Inghams' customers are booking with them for the first time

## Consumer trends initiated by the pandemic continue



**Revenge**  
Revenge travellers will indulge themselves and spend more in 2022



**Reconnecting**  
55% of Black Tomato 2022 bookings are for large family groups. Easyjet forecasts 25% of travellers will be family groups



**Experiential**  
Making every moment in life count



**Private/remote**  
Looking for seclusion and wide open spaces



**Wellness**  
A focus on personal fulfilment wellness

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## And an increase in awareness of the impact we have on the world

54% of Brits say sustainable credentials of their holiday provider are important to them compared to 20% in 2020 *Source: ABTA 2022 Holiday Trends Report*

Consumers are also looking to make a positive impact

There has been an increase in "Regenerative" or "ethical travel" where consumers actively given back or contribute is on the rise. "People don't always need high-adrenaline trips to have fun. They want to have meaningful adventures that give back to people or the planet." (Source: The Times)



**Glasgow Declaration**  
Climate Action in Tourism

The Glasgow Declaration is a catalyst for increased urgency about the need to accelerate climate action in tourism and to secure strong actions and commitment to cut tourism emissions to half over the next decade and reach Net Zero emissions as soon as possible before 2050.

[FIND OUT MORE ABOUT THE LAUNCH OF THE GLASGOW DECLARATION AT COP26](#)

lonely planet

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All Feature Stories • How can we make travel...

## How can we make travel more ethical in the post-Covid world?

JANE BHATIA  
Lonely Planet Writer • 4 AUGUST 2020

# UK Media Trends and what it means for us

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## Broadcast streaming

Viewing behaviour is increasingly shifting away from traditional TV towards online streaming, both free and paid-for

61% of people watched a free streaming service in the three months to July 2021, 10 points higher than Freeview TV

Average minutes per day watching Broadcast TV dropped by 20 minutes for 16-24 year olds between 2020 and 2021, down to 67 minutes from 87.

Source: Mintel, Autumn Media Trends, 2021; Ofcom, Media Nation report, 2021

"Which of the following activities have you done in the last 3 months? Please select all that apply."



**42%** of SVOD users said they could envisage not watching broadcast TV at all five years from now (Q1 2021)

# The number of households using subscription VOD (e.g. Netflix) is rising each year

48% of adults consider online video services to be their main way of watching TV, up 2% from 2020.



Sources: Ofcom, Media Nation report., 2021

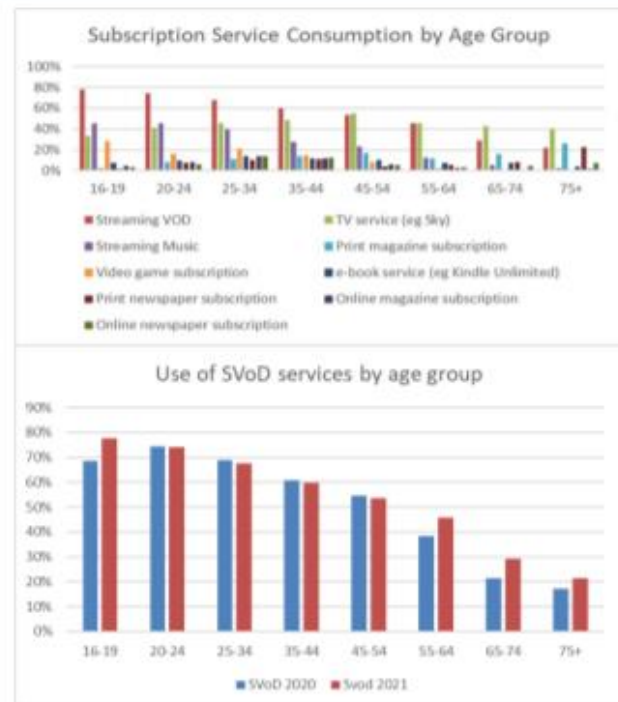
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## ...for all age groups

75% of 20 - 24 year olds currently pay for a subscription VOD service and 53% subscribe to a music streaming services such as Spotify, Apple Music etc.

Substantial growth for SVoD in 2021 can be seen in the 55+ age groups, rising by almost ten pp each for ages 55-65 and 65-74.

Mintel Media Trends Autumn., 2021



## What does this mean for us?

### Major new global broadcast content opportunities

Broadcasters fighting for audiences are investing in new fresh content.

Stories created in any market are then sold/distributed globally with subtitles if required.

Major investment by streaming services - commissioning new content eg not just Netflix but also pure UK players like C4 On Demand.

"Factual" TV such as travel programmes cost less to make than drama and can be repeated for many years.



According to ScreenSkills - the body funded by the film and TV industry to provide training - last year the spend on UK high-end TV (HETV) shows was about £1.5bn. But it has already hit a record high of £878m for the first quarter of 2021 and is projected to rise to £6bn over the next few years.

### BT Sport Films unveils huge autumn schedule with four new releases

Documentaries on the Windrush Generation, Glenn Hoddle, goalkeepers and south London's football scene to feature on BT Sport this autumn.

Published 15 September 2021 - 11.05am



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## Audio

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## Radio remains the most popular form of audio media

Radio remains the UK's most popular form of media.

89% of British people listen to the radio every week - more than those who watch live TV (85%), read the newspaper (34%) or who have used Spotify in the last 7 days (29%).

Commercial radio reaches **66%** of UK adults each week.

Weekly reach is 36.8m and total hours 476.5m per week, averaging 12.9 hours per listener.



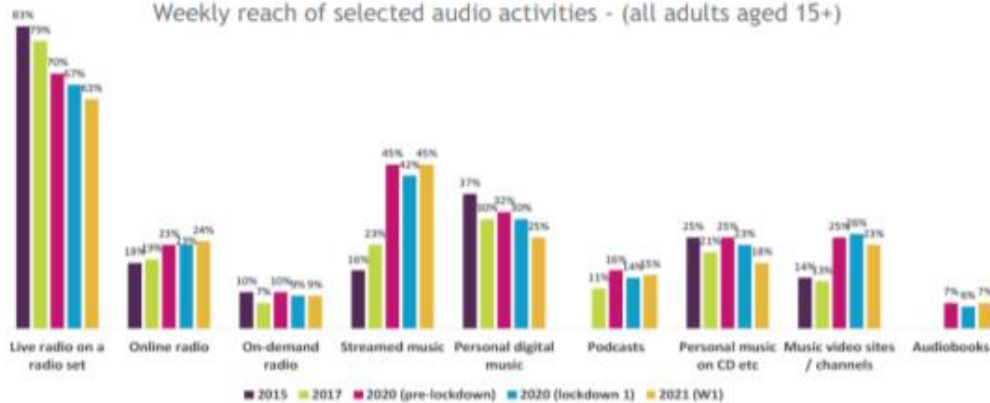
Ofcom Media Nation, RĀJAR Q3, 2021

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## Live radio remains the most popular audio media, but online and streaming are increasing

- Broadcast radio has the greatest reach and consumption level in terms of time spent, followed by music streaming
- Increased reach and time spent on music streaming persists in Q1 2021
- Covid-19 may have helped build music streaming habits that persist into 2021

Weekly reach of selected audio activities - (all adults aged 15+)



Source: Ofcom, Media Nation report, 2021

## As more people work from home, radio goes digital

**74%** of the population tune in to digital radio every week.

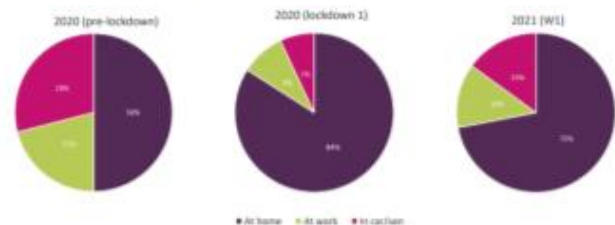
Rajar data confirms that device usage is changing, with a gradual move towards Digital broadcasting (43%) and online/app listening (18%).

As more people work from home they are listening to the radio on digital devices rather than the car radio

48% of speaker users listen to the radio weekly, and 29% listen via a smartphone or tablet.

Ofcom Media Nation., RAJAR., 2021

Share of radio listening by location

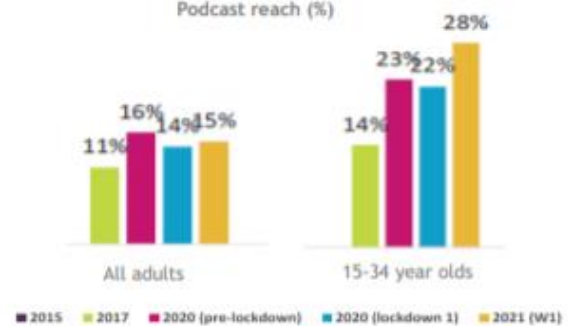


## Podcasts steadily gain listeners

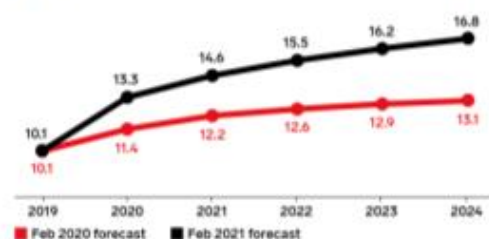
- UK podcast listeners are expected to hit 16.8 million by 2024
- Reach increased by 6% in early 2021 vs 2020 (lockdown 1)
- 2021 growth in podcast users is driven by 15-34 year olds.

Source: Ofcom, Media Nation report, 2021; emarketer, how the pandemic affected our UK digital listener forecast, 2021

Podcast reach (%)



UK podcast listener base forecast, in millions (2020 vs 2021)



## What does this mean for us?

Powerful new radio and audio content remote opportunities for talent.

The pandemic has meant both traditional radio and podcasters are accepting virtual contributors

Radio and Podcasts contributors can be recorded from anywhere in the world

Podcasts are increasingly being added as extra services by traditional brands as well as influencers eg

- ✓ Times Radio (launched summer 2020)
- ✓ Conde Nast Traveller Escape Podcasts
- ✓ William Sitwell "Biting Talks" Food Podcast



### Radio

#### **Times Radio launch: full schedule, presenters line-up and how to listen to the new station on the app, DAB and online**

The station has poached several big names from the BBC, and is also turning some of The Times' best known columnists into presenters

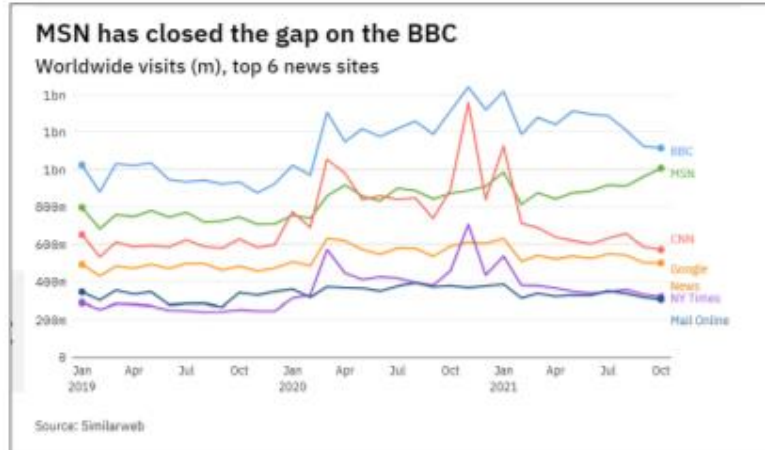
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## News media

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## The BBC is the largest online English speaking news site globally



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## Online news consumption continues to grow

The Mail continues to be the UK's most read online newspaper with 518 million page views in July 2021

The Mail's average dwell time per month was 75 minutes compared with 48 minutes on the Guardian, 27 minutes on the Sun and 16 minutes on the Mirror.

### Total page views in July 2021 for UK national newspaper brands

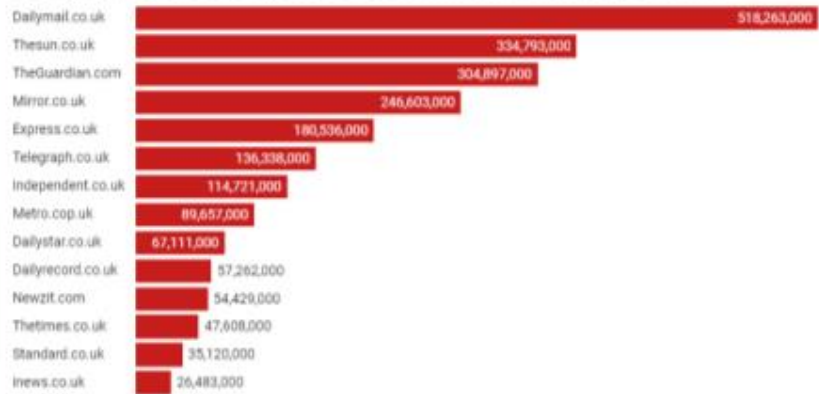


Chart: Press Gazette • Source: Ipsos Mori via Mail Online • [Get the data](#)

Source: Press Gazette 2021

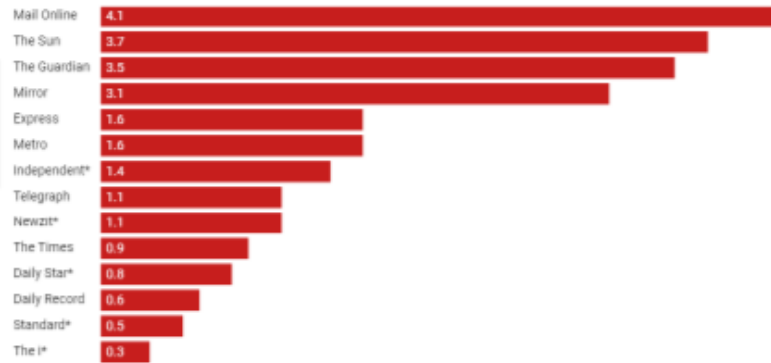
## Online news consumption continues to grow

Subscription services such as Apple News which offers online access to hundreds of newspapers and magazines are also driving online growth.

The Daily Mail owned aggregator Newzit has come from nowhere to overtake The Times, Standard and i

### Average daily audience of UK online newspaper brands in July 2021 (millions)

Websites and apps combined (where available)



Source: Press Gazette 2021

## News aggregators

### Apple News +

Launched in UK in 2019

Also available in USA, Canada, Australia

Globally:

11 million paid subscribers in 2020

19 million by 2023

### Newzit

Appeared in Beta format in 2019

Mail-driven initiative because of problems with Google

Showcases main stories from reputable English language newspapers

More than 1 million viewers daily



**Hundreds of magazines and leading newspapers. One subscription.**

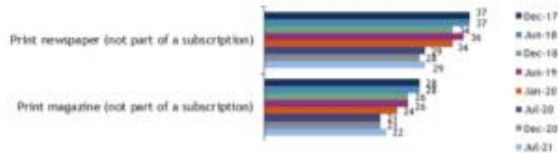
Try 1 month free



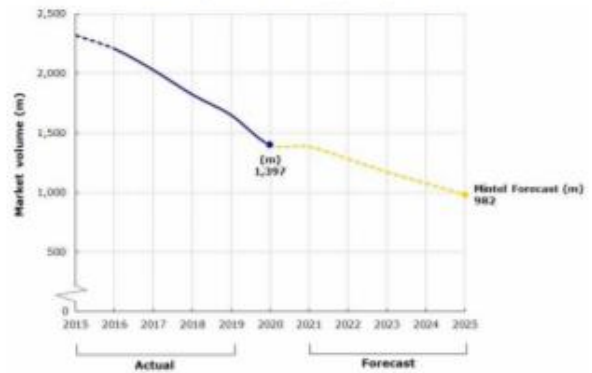
# 1.3 million still read print newspapers in the UK

Print circulation continues to drop, with only 29% of consumers stating they have bought a print newspaper in the last 3 months.

Which of the following have you bought in the last 3 months? (%)



Market Size for UK newspaper print circ.



Mintel Media Trends Autumn., National Newspapers March., 2021



## Older groups are most likely to buy print

**50%** of ages 55+ have bought a print national newspaper in that last 3 months.

More people aged 75+ have bought a print national newspaper in the last three months than have not.

Use of print national news paper increases steadily with age demographic.

**36%** of ages 25-44 have bought a print national newspaper in the last 3 months

Which of the follow statements about print national newspapers applies to you?



National Newspapers March., 2021

## And brand trust and ad recall is high for print

Among the 1.3 million UK readers who continue to buy print newspapers ad recall is actually higher than in the past

Print ad effectiveness has improved by over **67%** in the last decade and reached an all time high of **77%** in 2019/20, (eight times more effective than social only)

There are also signs that committed print purchasers may increase their spend. **15%** of print purchasers state they intend to buy more print newspapers after the pandemic



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Mintel, National Newspapers, BPIF National Print seminar, 2021

## UK Print circulations

The table to the right shows official ABC audited circulations.

The media below have withdrawn from the ABC auditing process and UK Press Gazette reports the last official audited results.

- The Sun: 1,210,915 (March 2020)
- The Sun on Sunday: 1,013,777 (March 2020)
- The Sunday Times: 647,622 (March 2020)
- Daily Telegraph: 317,817 (December 2019)
- Sunday Telegraph: 248,288 (December 2019)
- The Observer: 136,656 (July 2021)
- The Guardian: 105,134 (July 2021)

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### National newsbrand circulations

Publication	ABC average circulation for Oct 2021	Month-on-month % change	Year-on-year % change
Daily Mail	910,630	-1	-9
Mail on Sunday	789,431	-1	-9
Metro (Free)	1,094,700	-0	33
Evening Standard (Free)	497,342	-7	-10
Daily Mirror	342,411	-2	-11
Sunday Mirror	270,334	-2	-14
Daily Express	229,988	-2	-10
Daily Star	209,833	-2	-13
Sunday Express	196,366	-3	-11
i	144,070	-1	-5
Daily Star Sunday	110,260	-4	-10
Sunday People	101,397	-2	-19
FT	138,446	24	31
Sunday Mail	97,433	-1	-13
Daily Record	78,834	-2	-13
Sunday Post	69,388	-1	-17

# Daily Telegraph

Continued “subscriber first” strategy

Targeting 10 million registrations and 1 million subscribers by 2023

Focus on fewer, more developed commercial partnerships

Telegraph and Sunday Telegraph

- Social reach of 8.5m
- Digital reach of 12.5
- Print reach 2.7 million.

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THURSDAY, 18 NOVEMBER

## Telegraph Media Group Subscription Numbers - November 18, 2021

Print

Telegraph Media Group (TMG) remains focused on a subscriber-first strategy underpinned by long term investment in The Telegraph's digital transformation: the numbers that reflect the success of our business are our subscriber numbers.

TMG's transformation will continue into the following years and the 10-1-23 strategy remains central to our vision - namely the aim to reach 10 million registrants and 1 million subscribers to sign up to the Telegraph by 2023.

We are transparent with our core monthly subscriber numbers which are omni-channel. We also share both volumes and average revenue per subscription, as below:

In October 2021, The Telegraph had:

- 684,508 subscriptions across print and digital, with 6,927 net new subscriptions this month
- Digital - 605,600 Print - 178,922
- ARPS (blended average revenue per subscription): £275.86

The last audit took place for the period ending September 2021. The next audit will take place for the period ending December 2021.

# News UK

Travel became the Times' first category to be taken outside of the subscriber paywall and launched the new site, thetimes.co.uk/travel reaching monthly visitors of **+900,000**

Times Radio launched in 2020, and now reaches 637,000 across the UK with an average 5.5 hours per listener. They also introduced Podcasts.

News UK will launch TV channel 'talkTV' in 2022, featuring political debate shows and high-profile hosts, including journalists from the publisher's newspaper titles.

Times LUXX quarterly title returned in 2017





While, inevitably, more print titles have closed



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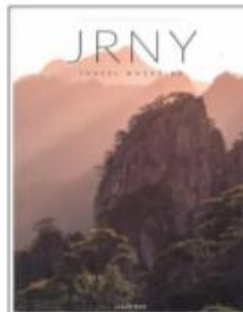
New titles are still being launched



The Daily Telegraph



Daily Mail



New coffee-table magazine



Journalist-led including former Lonely Planet magazine editor

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## Established magazines are innovating

In a shifting media landscape, Conde Nast Traveller has leveraged its influence and authority as the trusted voice in travel to provide up-to-the-minute industry insights, resulting in a booming online audience (traffic is **+109%** year on year).

All Conde Nast titles are becoming global - with one global editor and global editions (with regional contributions) from March.

The CNT website will also be global

So one media visit in the future could reach a global audience.



## Magazines are innovating to grow

Wanderlust Magazine came under new ownership in 2020 and there are ambitious plans for growth to fill the gap from titles like Lonely Planet's loss.

- Launch of new Wanderlust members club
- Plans for USA launch

100,000 Readership

682,000 unique users monthly

1.2 million page views monthly

Plans for Metaverse launch 2022



## UK audiences are reporting they want to spend less time online

- Comscore reports that social media users and visits continue to grow modestly... however, minutes per visitor have significantly declined
- Moreover, 50% of social media users say they want to reduce how much time they spend on platforms
- New features such as in-app purchases or purchasing through social media adverts gained traction - hence social media is more integrated into people's lives after Covid-19

Source: Mintel, Social Media UK May 2021; Ofcom, Media Nation report, 2021

**+1.4%** growth in social media users (Q1 2020 vs Q1 2021)

**-26%** minutes per visitor were down 26% (Q1 2020 vs Q1 2021)

Attitudes towards social media use, March 2021



## But...



22% Increase of viewing videos online in 2021. Youtube remains the most popular video service



31% of UK adult internet users now consume TikTok videos

Source: Mintel, Social Media UK May 2021; Ofcom, Media Nation report, 2021

## TikTok Becomes the First Non-Facebook Owned App to Reach 3 Billion Installs

Published July 14, 2021

By Andrew Hutchinson  
Content and Social Media Manager



## And metaverse virtual worlds are developing

Ariana Grande Steps into the Metaverse as the Headliner for Fortnite's Rift Tour

## Gucci digitally outfits Gen-Z in metaverse foray with Roblox

### Travala.com lands at Decentraland.

29/04/2021 - 1 min read

Vogue Singapore has a passion for this [NFT] space. For next year, we are going to be introducing a contributing metaverse editor.

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## Is it time to hire a chief metaverse officer?

## Enjoy Iceland making fun of the hype



<https://www.youtube.com/watch?v=gElflo6uw4g>



<https://onemileatatime.com/news/iceland-mocks-metaverse/>

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## What does this mean for us?

Consolidation but continuous innovation means new opportunities for us to work with:

Creating *global editorial opportunities* not just for UK consumption eg Conde Nast and Telegraph

New and increased titles in the *luxury space*

Working with *larger media digital teams* eg dedicated video editors, TV/radio/social editors

Working with *ambitious new entrants* looking to capitalise on those titles which have folded

Getting in early with new media roles eg Metaverse editors

*Off the Record*

### *Mapping a New World Order at Condé Nast*

A new strategy for the publisher's sprawling international editions has scrambled org charts and reporting structures, ushering in the era of the "global editorial director"

By Andrew Fedorov  
November 18, 2021



**Katie Gatens**

DIGITAL TRAVEL EDITOR

[@katie\\_gatens](#)

Katie Gatens is digital travel editor at The Times and The Sunday Times. She has written about Adlon's underground music scene, grassroots art galleries in Bangkok and Covid-19 testing in Ireland. She is a two-time nominee of the PPA Awards and has also been nominated for Young Writer of the Year at the Travel Media Awards.

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